ICIS ● 2018

The 18th International Conference on Informatics and Semiotics in Organisations
- *Digitalisation, Innovation, and Transformation*
16 – 18 July 2018
University of Reading, Reading, United Kingdom

The International Conference on Informatics and Semiotics in Organisations (ICISO) celebrates its 18th gathering. This conference is part of the series of international events devoted to latest research and application of informatics in organisations. Digitalisation, innovation, and transformation are the new drivers of development globally. As such, traditional business landscapes are rapidly evolving into new complex value creation webs across industries. With improved knowledge on information and communication technology, this evolution will continue to accelerate exponentially in the coming years. Organisational Semiotics (OS), with its profound theories, methods, and techniques provides the needed lens to investigate the complex nature of digitalisation, innovation, and transformation in the current business landscape.

Focus of the conference
ICISO 2018 will continue the innovative work of the international research community in the development of Organisational Semiotics, focusing not only on theory building, but also on practical benefits gained through applications of methods and techniques derived from various OS approaches. The conference theme, **Digitalisation, Innovation, and Transformation**, allows us to consider how these three perspectives are driving changes globally.

The topics include but are not limited to:
- Organisational Semiotics: methods and techniques
- E-leadership and digital transformation
- Digital business ecosystems and value networks
- Socio-technical architecture for enterprise systems
- Service-oriented requirements engineering
- Big data analytics for decision support
- Business intelligence and data mining
- Artificial intelligence in business transformation and innovation
- Making sense of corporate finance and accounting data
- Knowledge management and engineering
- Internet of things in business and society
- Data visualisation and business analytics
- Semantic, pragmatic, and social networks
- Mobile apps, social media, and social commerce
- Informatics for corporate social responsibility and sustainability
- Blockchain and financial technologies in e-business

Important dates
- **Full paper submission deadline: 31 January 2018**
- **Notification of acceptance: 15 March 2018**
- **Camera ready version: 30 April 2018**
- **Conference: 16 – 18 July 2018**

Submission and Publication
We welcome both theoretical and empirical papers and particularly encourage those related to the conference theme 'Digitalisation, Innovation, and Transformation'. Submissions must be original, and not currently under consideration for publication elsewhere.

All accepted papers will be published by Springer as a volume of the series of IFIP Advances in Information and Communication Technology (IFIP AICT). Furthermore, high quality papers will be considered for journal publication.

Conference Chair
Prof Kecheng Liu, University of Reading, UK
Prof Cecilia Baranauskas, University of Campinas, Brazil

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